

Message Text

UNCLASSIFIED

PAGE 01 STATE 117452
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/LM
APPROVED BY EB/IFD/BP:HARVEY J. WINTER
COMMERCE/PTO/BGROSSMAN
STATE/OBP/LSALLAN

-----212155Z 125283 /62

R 211153Z MAY 77
FM SECSTATE WASHDC
TO AMEMBASSY LIMA

UNCLAS STATE 117452

E.O. 11652: N/A

TAGS: EIND, PE

SUBJECT: TRADEMARK APPLICATION FOR SNACK

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS A TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON PENDING TRADEMARK APPLICATIONS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 117452

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. 022063 FILED APRIL 4, 1977 BY COMPANIA MOLINERA DEL PERU S.A. REGISTER SNACK IN CLASS 30 FOR FOOD PRODUCTS

ON GROUNDS TERM IS GENERIC AND NOT PROPERLY REGISTRABLE

AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES
JUNE 6, 1977. REPORT ON RESULTS REQUESTED. CHRISTOPHER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, TRADEMARK APPLICATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 21-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE117452
Document Source: CORE
Document Unique ID: 00
Drafter: OIFI:FBP:JMLIGHTMAN/LM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770182-0522
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770531/aaaabaxt.tel
Line Count: 64
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 12e7c58c-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2421930
Secure: OPEN
Status: NATIVE
Subject: TRADEMARK APPLICATION FOR SNACK
TAGS: EIND, PE, US, COMPANIA MOLINERA DEL PERU SA
To: LIMA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/12e7c58c-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009